What is claimed is:

1. A method for influencing market decisions of people in the market, the method comprising the steps of:

- creating an universe of N attributes $V_i = [v_1, v_2, ..., v_N]$, characteristics or values to be shown or exposed to a person j, and

- showing said attributes v_i to said person j and calculating at least one of importance, weight and/or sensibility each of said attributes v_i has on said person j for predicting future market decisions of said person j, and expressing the corresponding results of said calculation as $W_{ij} = [w_{1j}, w_{2j}, ..., w_{Nj}]$,

wherein the method further comprises at least the steps of :

- creating a database $A = [a_{ij}]$ including, for every person, said universe of attributes V_i ordered by their calculated weight W_{ij}, and

- creating a database $P = [p_{ij}]$ including, for every person, said universe of attributes Vi ordered by a corresponding objective interest level $Z_i = [z_1, z_2, ..., z_N]$.

2. The method of claim 1, further comprising the step of:

consulting said database A and selecting from it those attributes v_i whose importance, weight and/or sensibility w_{ij}, for said person j, are higher than a specific value, and showing only those selected attributes to said person j.

3. The method of claim 1, further comprising the step of:

consulting both said databases A and P and selecting from them those attributes v_i whose importance, weight and/or sensibility w_{ij}, for said person j, are higher than a specific value, and whose objective interest level z_i are higher than another specific value, and showing only those selected attributes whose objective interest level z_i are higher than said another specific value to said person j.

4. The method of claim 2, wherein said steps of consulting said database A, selecting said attributes and showing said selected attributes v_i, are done for a group of people instead of only one person j.

5. The method of claim 3, wherein said steps of consulting said databases A and P, selecting said attributes and showing said selected attributes v_i, are done for a group of people instead of only one person j.

6. The method of claim 1, wherein said databases A and P include said attributes v_i and their corresponding weight w_{ii}, related to every person, by using tuples, wherein $[a_{ij}] = <v_i, w_{ij}>$ of tuples <attribute, weight> and $[p_{ij}] = <v_i, z_i>$ of tuples <attribute, interest>.

7. The method of claim 2, wherein said consulting of said database A is done automatically.

8. The method of claim 3, wherein said consulting of said databases A and P is done automatically.

9. The method of claim 2, wherein at least one of said attributes v_i includes at least two others of said attributes v_i

10. The method of claim 3, wherein at least one of said attributes v_i includes at least two others of said attributes v_i.

11. The method of claim 1, wherein said attributes v_i refer to different articles.

12. The method of claim 1, wherein said attributes v_i are different characteristics of an article.

13. The method of claim 10, wherein said weight w_{ij} of said attributes v_i is a number which reflects at least one of (i) the quantity of a specific article and (ii) articles with a specific characteristic, likely to be acquired.

14. The method of claim 11, wherein said weight w_{ij} of said attributes v_i is a number which reflects at least one of (i) the quantity of a specific article and (ii) articles with a specific characteristic, likely to be acquired.